

*DK*  
*cancel*

combining said demographic information with said remote site destination address to form a demographic hyperlink transfer request; and

passing said demographic hyperlink transfer request to said end-user computer to allow said end-user computer to redirect said demographic hyperlink transfer request to the remote computer specified by said remote site destination address.

*N.2*

2. (Unchanged) The method of claim 1 wherein said accessing step includes the step of accessing said remote site information repository to identify a remote site encryption key.

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3. (Unchanged) The method of claim 2 further comprising the step of encrypting, after said associating step, said demographic information with said remote site encryption key to form an encrypted demographic signal.

*N.2*

4. (Unchanged) The method of claim 3 wherein said combining step includes the step of combining said encrypted demographic signal with said remote site destination address to form said demographic hyperlink transfer request.

*N.2*

5. (Unchanged) The method of claim 4 further comprising the step of decrypting, at said remote computer, said encrypted demographic signal with said remote site encryption key to obtain said demographic information.

*N.2*

6. (Unchanged) The method of claim 5 further comprising the steps of:  
creating a demographic-tailored reply to said hyperlink transfer request based upon said demographic information; and  
passing said demographic-tailored reply to said computer user at said end-user computer.

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7. (Unchanged) A method of passing demographic information between computers, said method comprising the steps of:

connecting an end-user computer to an entry site computer with an authentication operation identifying the computer operator on said end-user computer;

generating, at said end-user computer, a hyperlink transfer request to a remote site computer;

accessing, at said entry site computer, in response to said hyperlink transfer request, a remote site information repository to identify a remote site destination address and a remote site encryption key;

associating, at said entry site computer, demographic information characterizing said computer operator;

encrypting said demographic information with said remote site encryption key to form an encrypted demographic signal segment;

combining said encrypted demographic signal segment with said remote site destination address to form an encrypted demographic hyperlink transfer request;

delivering said encrypted demographic hyperlink transfer request to said end-user computer; and

redirecting said encrypted demographic hyperlink transfer request to the remote computer specified by said remote site destination address.

8. (Unchanged) The method of claim 7 further comprising the step of decrypting, at said remote site computer, said encrypted demographic signal segment with said remote site encryption key to obtain said demographic information.

9. (Unchanged) The method of claim 8 further comprising the steps of:

creating a demographic-tailored reply to said hyperlink transfer request based upon said demographic information; and

passing said demographic-tailored reply to said end-user computer.

10. (Unchanged) The method of claim 8 further comprising, prior to said connecting step, the step of registering said computer operator at said entry site computer, said registering step

including the step of said computer operator providing said demographic information to said entry site computer.

11. (Unchanged) A method of passing demographic information between computers, said method comprising the steps of:

associating a computer operator from an end-user computer with demographic information;

N.2  
preparing a data file with a selectable computer transfer instruction embedded therein;

combining said demographic information with a remote site destination address for said selectable computer transfer instruction to form a hyperlink transfer request associated with said selectable computer transfer instruction; and

passing said data file to said end-user computer to allow said end-user computer to select said selectable computer transfer instruction on said data file such that said hyperlink transfer request is passed to the remote computer specified by said remote site destination address.

N.2  
12. (Unchanged) The method of claim 11 wherein said combining step includes the step of encrypting said demographic information.

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13. (Unchanged) The method of claim 12 further comprising the step of decrypting said demographic information at said remote computer.

N.2  
14. (Unchanged) A method executed by a computer under the control of a program, said computer including a memory for storing said program, said method comprising the steps of:

storing in said computer a list of remote site destination addresses;

receiving in said computer demographic information corresponding to a computer operator;

matching, in response to a hyperlink transfer request generated by said computer operator, a transfer address with an address in said list of remote site destination addresses to form a remote site destination address;

combining said demographic information with said remote site destination address to form a demographic hyperlink transfer request; and

passing said demographic hyperlink transfer request to said computer operator at an end-user computer, such that said end-user computer accesses the remote computer specified by said remote site destination address.

N. 2  
15. (Unchanged) The method of claim 14 further comprising the step of storing in said computer a list of remote site encryption keys corresponding to said remote site destination addresses.

N. 2  
16. (Unchanged) The method of claim 15 further comprising the step of encrypting, after said matching step, said demographic information with a selected remote site encryption key to form an encrypted demographic signal.

N. 2  
17. (Unchanged) The method of claim 16 further comprising the step of combining said encrypted demographic signal segment with said remote site destination address to form said demographic hyperlink transfer request.

18. (Unchanged) A computer readable memory to direct a computer to function in a specified manner, comprising:

N. 2  
a list of remote site destination addresses stored in said memory;  
demographic information on a computer operator stored in said memory; and  
executable instructions stored in said memory, said executable instructions including:  
(1) instructions to match a transfer address from a hyperlink transfer address with a selected remote site destination address in said list of remote site destination addresses;  
(2) instructions to combine said demographic information with said selected remote site destination address to form a demographic hyperlink transfer request; and

(3) instructions to pass said demographic hyperlink transfer request to said computer operator at an end-user computer, so that said end-user computer can access the remote computer specified by said remote site destination address.

19. (Unchanged) The computer readable memory of claim 18 further including a list, stored in said memory, of remote site encryption keys corresponding to said remote site destination addresses.

20. (Unchanged) The computer readable memory of claim 19 further including instructions to encrypt, after step (1), said demographic information with a selected remote site encryption key to form an encrypted demographic signal.

21. (Unchanged) The computer readable memory of claim 20 further including instructions to combine said encrypted demographic signal segment with said remote site destination address to form said demographic hyperlink transfer request.

REMARKS

Claims 1-21 are rejected under 35 U.S.C. § 102 as being anticipated by any person using Netscape software to obtain demographic information from the United States Census Bureau or any other source of demographic information. Applicant respectfully traverses the rejection.

This invention relates to a technique for appending to a hyperlink transfer request private demographic information characterizing an individual computer user. This private demographic information is obtained without requiring the individual computer user to repeatedly provide demographic information at each site he/she visits. The private demographic information is useful because it allows a server computer to provide an individual computer user with replies that are tailored to that individual computer user's interests. Further, the private demographic information is useful to the operator of the server computer in assessing the type of individuals that are accessing the server computer.